





Supporting WAR at
Stolenwealth Games
#AlwaysWas
#AlwaysWillBe
#AboriginalLand

PROJECTING ON STOLEN LAND SOVEREIGNTY NEVER CEDED

Evolens is a free community resource that offers Guerrilla Projection and

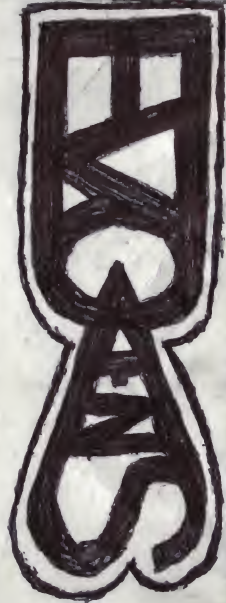
Lighting Brigade skills and equipment to groups opposing the ongoing violence and oppression of humans and animals by the state and corporations.

We are based in Narrm/Melb, but sometimes travel elsewhere in so-called Australia to support groups.

Get in contact → Facebook: **EvoLens**

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This Zine is a guide for people to learn more about Guerrilla Projection. Enjoy!



PROJECTION JARGON

THROW → distance between the projector and the targeted surface

LENS → determines the throw of a projector. e.g. long throw = long distance

AMBIENT LIGHT → streetlight around the projection area, affecting projector's brightness

LUMENS → measure of brightness of a projector. Higher lumens = higher brightness

SV → Secondhand Value: cost of buying projector off Gumtree. (recommended)

Versatility → how versatile projector is. e.g. large venue projector works everywhere.

1 PICKING A PROJECTOR

Different projectors do different things. Some are small and light weigh, others are big, bright and powerful. Choose carefully:

PICO/MINI → small, light, battery powered, great for indoor use, or outdoor with no ambient light. Very small throw, 50-600 Lumens, < 1kg, SV = \$50-\$250.

POCKET → small, great for indoor/outdoor, AC powered use with little ambient light, small throw, 200-1400 Lumens, < 2Kg, SV = \$50-\$600.

PORTABLE → medium-sized, AC powered, great for indoor/outdoor use with some ambient light, small throw, fairly versatile, 1000-3000 Lumens, 2-4kg, SV = \$100-\$800.

LARGE VENUE → large-sized, AC powered, brilliant for indoor/outdoor use with medium ambient light, medium/long throw, great versatility, 6-20kg, SV \$100-\$3000.

HIGH POWERED → huge, AC powered, phenomenal for indoor/outdoor use, long throw, 12000-200000 Lumens, 20-70kg, SV-\$5000+, hire-recommended!



A COLLAB WITH CLIMACTS
PROJECTING ON TO
ST PAULS
CATHEDRAL




BRANDS → are IMPORTANT! If your projector's brand can't be found on projectorcentral.com, then the specs are likely false!



2 POWERING IT!

Guerrilla Projection requires a constant power source. Pico/Mini Projectors might run long enough on their internal batteries for your action. Otherwise, you'll have to consider the following options:

AC POWER → Find a powerpoint and use it! Simple as 

GENERATOR → Borrow/Buy a genie with 600-1000 WATT OUTPUT

BATTERY/INVERTER → MORE COMPLEX! Buy a 48V 20AH eBike Battery and 48V to 240V inverter. Make

sure the load is enough to power the projector!!!


3 SCOUTING THE SURROUNDINGS

It's best to scout the projection area prior to your action. Ambient light, poor surfaces or multi-coloured paint-jobs can be hard to create a good image, even with a good projector.

IDEAL → Flat, large, white surface with no ambient light.

LESS IDEAL → Checkered, medium sized, multicoloured surface with some ambient light.

DIFFICULT → Checkered, with windows, small surface, multicoloured with loads of ambient light.

TIP-remember fuel for genie!
A collab with WAR on JAN 26 disrupted the firework in 2017. But in 2018, we forgot the fuel! 

#INVASION

DAY 2017

Melbourne

④ ACCESSORIES

Besides the projector and power source, you'll probably need some of the following:

MEDIA DEVICE → A laptop, smartphone, USB, SD Card (check projector accessibility!) to connect the content to the projector.
HDMI/MHL/VGA → Cord to connect to projector.
CARRY CASE/TROLLEY → To transport all the equipment. (Might be heavy!)

⑤ DESIGN CONTENT

Depending on your surroundings, you may need to consider carefully the design of your content. High contrast content is usually the safest bet!

IDEAL → White content on black background, or vice-versa. e.g. → **HELLO**

LESS IDEAL → Multicolours on black background

DIFFICULT → Multicolours everywhere!

FFS
CLOSE
THE
BLOODY
CAMPS

NYE 2017 projection with refugee activists.

you can't hide the truth
you can't hide the truth
you can't hide the truth
you can't hide the truth

Perfect Surface
At a slaughterhouse with MCS, a big white truck blocked activists from entering and provided a great projection surface!!
Activists then went under truck and got in to the slaughterhouse

Projection for CARF had the 'pride' rainbow colours making for a difficult projection on the windowed Exhibition Building!!

⑥ PROJECTION STRATEGY

There's many ways the projection tactic can be used in a campaign:

ONLINE/MEDIA STUNT → If you pull off an action that's controversial, you can get ample social media reach and news coverage without anyone even seeing it on the streets. Just take the pics and run! Or with the changing algorithm: FB LIVE it!



With HPVVIC at the White Night projecting over the artist's work on the State Library!



collab with RISE on ME 2017, with thousands watching on at Southbank

OUTREACH → choosing to project on a night when there is ample people on the streets is a good way to spread your message. BYO Leaflets ☺

INVIGORATE AN ACTION →

projection at activist events is uncommon. Therefore, adding that creative element can make all the difference to a bunch of tired, hungry protesters.

DISRUPT → project in a capitalist conference, subvertize a billboard, you right the rule book!

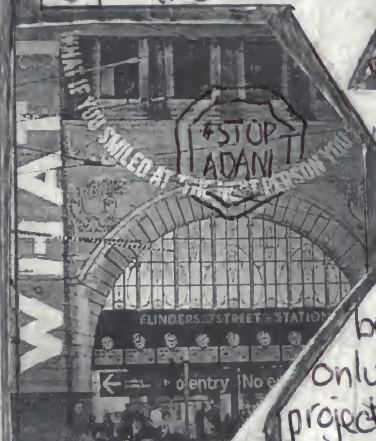
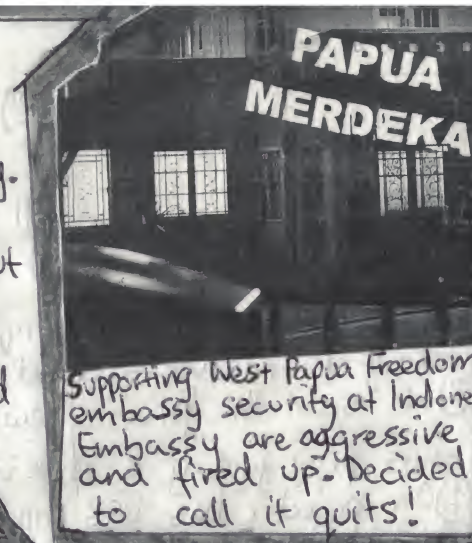


FOUR YEARS TOO MANY

At One of many RAC rallies. Projection can warm up the crowd on a cold night ☺

⑦ LEGALITY

To date, no-one has been charged for guerilla projecting. Even when Woolworths used projection advertizing without permission on the ABC's building—the legal challenges were dismissed by the court.



Evolens crew have previously been threatened with charges from police, though nothing has ever eventuated. This has been a very rare occurrence, only happening when we have projected in contravercial situations.

White Night '18,
police threaten
charges + arrest

Other charges, not related to guerrilla projection, rather to holding peaceful assembly should still be considered by projectionists. Security culture; police liaisons and activist welfare should still be considered when projecting.



collab with Disarm, projection on U.S War Ship. U.S soldiers are aggressive and water police threaten arrest.



⑧ SCENARIOS

(Using the Zine's "numbered steps")

Scenario A → disrupt mining conference.

- ① Use Pico/Mini as, it's small and battery powered - easy to get into conference!
- ② It has an internal battery, lasting 90 minutes - perfect
- ③ We scout the forum a few hours prior, finding white walls everywhere ☺
- ④ Our projector has USB input, no laptop needed - YAY
- ⑤ White letters, Black Background - taking no chances!
- ⑥ Disrupt! Media will be at Adani's speech - let's go there!
- ⑦ (Post-Action) We got removed by security - no charges ☺

STOP
CORRUPTION
START
COMMUNITY



Scenario B → support MPS/ALV at Pig Slaughterhouse Vigil

- ① Large Venue Projector. The long throw will be necessary and the high lumens
- ② Generator or Battery/Inverter. Generator to be safe as it powers for longer duration.
- ③ MPS/ALV tell us there's a good white surface without ambient light - awesome!
- ④ Accessories - a laptop so activists can write their own content
- ⑤ MPS/ALV have sent through some good images and text to try
- ⑥ Invigorate the Action. It's a cold and long night ☺
- ⑦ Police presence is certain. Remain vigilant.

Slaughterhouse VIGIL 2017

ANIMAL LIBERATION

NOW.